CANADIAN MOVING PICTURE

# Digest

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# PARAMOUNT PICTURES PAGEANT

Some of the Exhibitors and Bookers, who attended the Paramount Pictures Pageant, at the Village Theatre, Toronto, Wednesday, March 31st, where Elephant Walk, About Mrs. Leslie and Knock On Wood were presented. Named, from left to right, (standing): Curly Posen, John Heggie, Mrs. Bell Bennett, Len Bishop, Mrs. Marks, Al Iscove, Gay Barron, Russ McKibbin, H. R. Patte, Martin Simpson, Angela Barron, Harold Pfaff, Jack Fine, Herb Allen, Tom Daley, Fred Fink; (kneeling): Barry Allen, L. Hole, Harry Lester, Joe Stern. Inset: Mr. Gordon Lightstone, Canadian General Manager, Paramount Pictures, and Host at the Paramount Pageant.

**THE DRIVE-INS THAT BLOOM IN THE SPRING, TRA-LA, ARE OPENING ALL OVER CANADA, AND IN THE U.S. SOME IN THE U.S. HAVE NEVER CLOSED**

**EXHIBITORS EVERYWHERE ARE SINGING . . . .**

# "Rose Marie, I Love You!"

*A NATIONWIDE SENSATION!*

M-G-M presents

THE FIRST GREAT MUSICAL IN

CINEMASCOPE

In Color Glory

## "ROSE MARIE"

Starring

**ANN BLYTH • HOWARD KEEL • FERNANDO LAMAS**

**BERT LAHR • MARJORIE MAIN** • With JOAN TAYLOR • RAY COLLINS

A MERVYN LeROY PRODUCTION

Screen Play by RONALD MILLAR and GEORGE FROESCHEL

Based on the Operetta "ROSE MARIE"

Book and Lyrics by OTTO A. HARBACH and OSCAR HAMMERSTEIN II

Music by RUDOLF FRIML and HERBERT STOTHART

Photographed in EASTMAN COLOR • Directed by MERVYN LeROY

***And You'll Be Hearing This:***

## "JULIUS CAESAR" ("I Love You!")

Frisco, 12th Week · Los Angeles, 5th Month · Detroit, 9th Week · Wash., D. C., 9th Week
Philly, 9th Week · Dallas, 4th Week · Toledo, 2nd Week · Columbus 2nd Week.
SENSATIONAL NEW OPENINGS: Pittsburgh, Milwaukee, Buffalo, Rochester, Syracuse.
EXCELLENT BIZ: Akron, Canton, Reading, Denver. *And more on the way!*

—★—

***And Listen For This:*** **"RHAPSODY" ("I Love You!")**

3rd Week at Music Hall swell! Off to a solid start throughout the nation!

# Ray Presents

THE Paramount Pictures Pageant, which presented three of the Pageant's Giants, at the Village Theatre, Toronto, on Wednesday, March 31st, as samples of what exhibitors may expect from Paramount's Product for 1954, won unanimous praise from exhibitors, circuit-buyers and bookers, who attended the screening.

*Elephant Walk was presented at 10.30 A.M., following which there was a recess for lunch, served in the theatre, and screenings resumed at 1.30 P.M.*

*I missed the morning session, which opened with Greetings and Introduction by Mr. A. W. Schwalberg, President, Paramount Film Distributing Corporation, presented through the medium of a Paramount short.*

THE exhibitors were still talking about Elephant Walk, when I arrived at the theatre, and told me, that I had really missed a wonderful picture.

Elephant Walk stars Elizabeth Taylor, Dana Andrews, Peter Finch, and is in Technicolor.

*About Mrs. Leslie, produced by Hal Wallis, and which stars Shirley Booth, and Robert Ryan, has what I would call a hand-picked cast. I cannot imagine how any of the characters could have been better played.*

*Shirley Booth did as fine a piece of work as she has ever done, which will give you some idea of how fine is her Mrs. Leslie.*

*Robert Ryan, as "Mr. Leslie, honey," gave to an unsympathetic character, a tremendous amount of appeal.*

AS I think of this most interesting and tense story, I am thinking how much appeal Mrs. Leslie will have for the women, men will like her, also, but in a different way, and that "Mr. Leslie, honey," will be very much liked by men, who will be sorry for him, that he married for money, never learned to love his wife, although she is the mother of his two sons, and that because he was lonely, he was responsible for creating a Mrs. Leslie, for his hide-away holidays.

*There will be plenty of conversation, "About Mrs. Leslie, and about "Mr. Leslie, honey."*

*The story is one which provokes conversation, it has so much substance in it, in addition to being so finely acted, and so well-directed.*

THERE was a short film presenting Mr. Don Hartman, in charge of production, Paramount Studios, who gave a talk on, "Only Big Ones From Paramount."

Mr. Hartman's talk was easy to listen to, of interest, and since he, personally, was not hard to look at, what he had to say, about Paramount Pictures was convincing and of importance.

*We saw the line-up of magazines, which carried Audrey Hepburn's photograph, and Mr. Hartman told us about Paramount's Academy Award Winner, Audrey Hepburn, who stars in, Sabrina Fair, with Humphrey Bogart and another 1953 Oscar Winner, William Holden.*

*Sabrina Fair will be produced and directed by Billy Wilder.*

MR. HARTMAN, casually, held up, The Saturday Evening Post magazine, with the portrait of Bob Hope on the front cover, and proceeded to tell us about Casanova's Big Night, in Technicolor, starring Bob Hope, and with Joan Fontaine, Audrey Dalton and Basil Rathbone.

*Rear Window, produced and directed by Alfred Hitchcock, starring James Stewart, Grace Kelly, Wendell Corey and Thelma Ritter. In Technicolor.*

*The Conquest of Space, produced by George Pal.*

*The international stage-success, The Country Girl, starring Bing Crosby, William Holden and Grace Kelly, produced by Perlberg and Seaton.*

DEAN MARTIN and Jerry Lewis, Living It Up, based on the Broadway hit, "Hazel Flagg." Ulysses, produced in Rome, by Ponti De Laurentis, starring Kirk Douglas, Silvano Mangano and Anthony Quinn.

Secret of The Incas, filmed in Peru.

Mambo, produced in Venice, starring Silvano Mangano, Shelley Winters, Vittorio Gassman, Michael Rennie; and in VistaVision, Nine Big Ones.

THE BIG TOP, starring Dean Martin and Jerry Lewis, Joanne Dru and Zsa Zsa Gabor, produced by Hal Wallis, in Technicolor.

White Christmas with 16 Irving Berlin songs, starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera Ellen. In Technicolor.

*Strategic Air Command, starring James Stewart, June Allyson. A Samuel Brisken production. Color by Technicolor.*

*Not to disgress, but the James Stewart and June Allyson combination in The Glenn Miller Story (Universal-International) is now in its 8th week at the Capitol, New York, and in its 6th week, at Loew's Uptown, Toronto. It appears to be perfect teaming, and I am certain exhibitors and the public will welcome them together again in Strategic Air Command.*

ANOTHER VistaVision on Paramount's list is, the Covered Wagon, a new version of the former classic epic, starring Alan Ladd. Color by Technicolor.

Another Alfred Hitchcock mystery-thriller, Catch a Thief, starring Cary Grant.

*Still another VistaVision, Angels' Cooking, starring Humphrey Bogart, in the internationally-famous stage comedy success.*

*A Technicolor, super-western drama, starring James Cagney, and a cast of stars, in the VistaVision production, Run For Cover.*

TENNESSEE WILLIAMS Broadway stage success, The Rose Tattoo, an all-star cast, produced by Hal Wallis, in VistaVision and color by Technicolor.

In preparation, Cecil B. DeMille's, The Ten Commandments, color by Technicolor and in VistaVision.

*Returning to the Paramount Pictures Pageant, with the screenings at the Village Theatre, I saw Knock on Wood, starring Danny Kaye and Mai Zetterling.*

*You are going to get a real surprise in this picture, because it is quite different Danny Kaye material.*

*This is a story of spies and counter-spies. They are after the plans of a super-bomb, and Danny Kaye, who is a magician and ventriloquist, gets into the spy set-up, because his dummies are used, in which to hide the plans, by a key-spy, who has repaired the broken heads of these dummies, and concealed the bomb-plans inside of the heads.*

THE love-interest is a European feminine doctor, the most attractive and excellent actress Mai Zetterling.

The backgrounds are European, the story moves fast and is intriguing, the cast has well-chosen players, and with color by Technicolor, full advantage is taken of the beautiful settings and locations.

*It does not take much time for exhibitors and The Trade to discover good product.*

(Continued on Page 5)

# Toronto and District

By BILL PRESS

FRANK VAUGHAN, Canadian General Manager, Allied Artists, according to reliable reports has been signed to a new contract by the J. Arthur Rank Film Distributors (Canada) Limited. Mr. Vaughan has been active in the Canadian Film Industry for about 35 years.

*Official announcement has been made that the Motion Picture Industry Council of Canada will take over the sponsorship of the second annual trade equipment show in Toronto next November providing suitable facilities can be arranged.*

*A number of companies which did not exhibit last year have expressed a desire to have space at the next exhibition which means that a large building or auditorium will have to be secured, to which the public would be admitted.*

Toronto theatres which rushed Academy Award pictures to the screen included the Tivoli and Capitol which brought back "From Here to Eternity"; the Hollywood, with a nice combination of "Roman Holiday" and "Stalag 17", and three B. & F. units, Carlton, Prince of Wales and Radio City, with "Stalag 17" along with a second picture.

The Towne Cinema had nice timing with first-run of "The Living Desert", while "Shane", which gained an award for Technicolor, returned as The Show of the Week at seven units of Famous Players.

*The applications for membership in the Toronto Variety Club by the following representatives of the entertainment business were approved by the Tent's Crew:*

*Hugh J. Sedgwick, IATSE, Hamilton, also a director of the Canadian Picture Pioneers; Chester "Chet" Friedman, MGM Pictures of Canada; Bernard C. Rothbart, supervisor, Biltmore Theatres; J. C. Fuller, Humber Theatre; Richard Scott, CKEY; Phil Stone, CHUM, and F. B. Kavanaugh, Toronto.*

The Motion Picture Theatres Association of Ontario has advised all exhibitors to get a copy of the Theatres Act, 1953, recently enacted by the Provincial Government, as soon as possible so that its provisions can be digested without delay.

For one thing, it is pointed out, heavier penalties are provided for offences under the regulations governing the use of advertising accesories and original newspaper advertisements. Copies of the latter are to be sent to the Inspection Branch at 1075 Millwood Road, Toronto 17.

The Association discovered that theatre owners were losing two months of their license fees because the deadline had been moved forward from May 31 to March 31. The change also affects the projectionists.

# Prairie News

BRUCE PEACOCK

Mayor J. E. Friesen, of Swift Current, Sask., officiated at the recent opening of that city's newest theatre, the Cinema. The 500-seat house, 50 by 115 feet, was built at a cost of $150,000. It is owned by Frontier Enterprises, Ltd., and managed by Lt.-Col. D. J. Burke. The two-storey brick and tile building has offices on the upper floor. House has a party room where groups can have privacy, a cry room, a parabolic floor and a seamless plastic screen.

*The man who operated the first theatre in Chaplin, Sask., George J. Burroughs, 60, died in Moose Jaw Union hospital March 20. He is survived by his widow, two daughters, two brothers and two sisters.*

Alberta's major cities may take over the levying and collection of amusement taxes, now under jurisdiction of the provincial government, Hon. C. E. Gerhart, provincial secretary, indicated in the Alberta legislature.

He said the possibility of turning the tax over to the municipalities as a new source of revenue is being studied, although little interest has been shown by them.

*The tax, which is added to theatre admissions and other forms of sports and entertainment, is expected to produce $1,100,000 in revenue for the government.*

*Opposition Leader J. Harper Prowse wanted the government to abandon the tax as other, more lucrative, sources of revenue are now available. He said it would be an opportunity to "give the taxpayer a break."*

A small safe in the Capitol theatre on Moose Jaw's Main street was cracked Sunday evening, March 21, and approximately $2,600 was taken. Entry was gained by forcing a rear door.

During the previous week, $50 in cash was taken from a desk drawer in the Studio theatre and $25 was taken from a drawer in the Orpheum theatre. In both cases it was believed someone had hidden in the theatres after the final shows.


THE CANADIAN MOVING PICTURE DIGEST

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HELEN CROWLEY ..... Saint John, N.B.


*Initial showing of the National Film Board production "Corral" will be in Cardston, Alta., in April, according to Gordon Brewerton, theatre manager. A documentary of ranch life in southern Alberta, "Corral" was filmed on the Cochrane ranch, owned by the Mormon Church, last fall.*

George Carnie, who started as an usher at the Capitol theatre in 1940, has been named assistant manager of the Rex and Grand theatres in Regina. Carnie left the Capitol to go into the RCAF and in 1945 returned to Regina and became assistant manager of the Metropolitan. He was assistant manager at the Capitol from 1948 to 1950 when he moved to Minneapolis to manage a theatre for Volk brothers.

# Maritime News

HELEN CROWLEY

Mr. Jack Labow who was appointed General Manager of R.K.O. Distributing Corporation several months ago following Mr. Carl Peppercorn's resignation visited the Maritimes this week for the first time.

*Mr. Bert Girouard, proprietor of a drive-in theatre at Bathurst, N.B., has returned home after several weeks' holiday in Florida.*

"Knights of The Round Table", MGM's first CinemaScope picture just completed a very succesful engagement at the Famous Players' Paramount theatre, Saint John, N. B. where it had its first booking in the Maritimes.

*Friends in the Maritimes and elsewhere will regret to learn that Mr. A. E. Smith, genial manager of MGM, has been hospitalized for the past several weeks. His condition has much improved and he is making satisfactory progress.*

Miss Josephine Reynolds, popular Cashier at M.G.M. who it will be remembered met with a tragic accident last Thanksgiving has been hospitalized ever since. Josie has been a mighty plucky little girl and even after these many months is cheerful and looking forward to getting out soon.

# Ray Presents

(*Continued from Page 3*)

THERE have been reports going around about Paramount's fine pictures. The three shown in Toronto, were tops. No wonder, that Mr. John J. Fitzgibbons, C.B.E., president of Famous Players Canadian, came back from his visit to Hollywood very enthused about what the Studios had to offer.

*I do not think, that Mr. Fitzgibbons will object, if I publish his letter to me, because any information, which is good news from Hollywood, concerning good pictures, and information on a new Process, the latter word with which we have become, Industry-wide, most aware, is what everyone in the Trade is keenly interested in hearing.*

"DEAR RAY: Just returned from the most wonderful trip I have ever had to Hollywood. Wonderful because I was privileged to see product that completely contradicts any ideas that people might have about the future of the Motion Picture Industry. It is true there is an evolution taking place to find the best process for producing and exhibiting, and with Cinerama, CinemaScope and now VistaVision great strides have been made that open up undreamed of possibilities for the future in production and exhibition. It will be sometime perhaps before the impact of these changes is fully felt by exhibition generally, but better still the pictures I saw, which in the final analysis are what the public buys not process, just beggar description.

*"Because of the loose use of adjectives in describing our business, it seems to me that I can say nothing more than that the pictures are truly better product than we have ever been able to offer the public. I am not going to try and describe them but of one thing you can be sure, Paramount has a gold mine of product for the industry. Better still you can feel the terrific force of success that permeates from the gateman at the main entrance all the way up to the top. Frank Freeman and Don Hartman have done a terrific job in assembling properties and casts and they now have that product on film. Metro too has a very impressive line-up of product. As a matter of fact practically every studio has some fine product.*

*"In perusing the copies of the Digest that I missed while I was away I find your sonnet "My Darling" and if you will permit me I would like to add $50 to the prize for whoever is clever enough to put the music to the splendid lyrics of this Irish ditty.*

"YOUR March 30th issue on the "Teeth in the Code" is an editorial I hope is read carefully by all people who have an interest in continuing the high esteem to which this industry has finally built itself, and which would not be possible without some self regulation within the industry such as the Code.

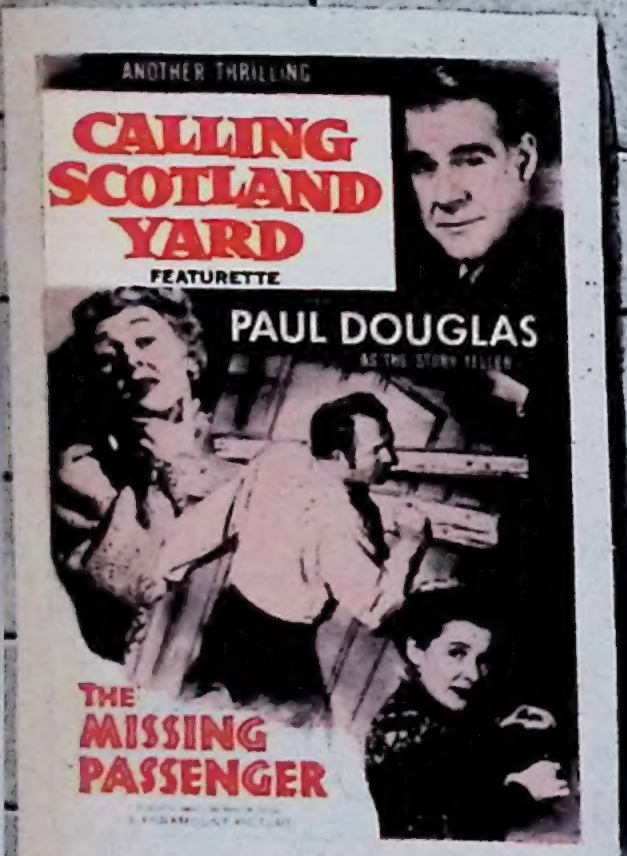
*"I would like to tell you about VistaVision but it seems to me this story has been told in all the trade papers. It is unquestionably the finest process for production and presentation that has been developed to date, and is a fine tribute to Frank Freeman for his tenacious and aggressive pursuit of a process that not only gives us finer production and presentation, but can be installed at a price that even the smallest theatre operator can afford.*

"This sounds like a long letter but this

(*Continued on Page 9*)

The Press, Publicity and Advertising experts attend the screening of three Paramount giants, at the Village Theatre, Toronto, Wednesday, March 31st. Left to right: Tiff Cook, Famous Players Canadian Corp.; Rex Frost, CFRB; Mrs. Rex Frost; Armida Barran, Paramount; Stu Kenny, CKEY; Elsie Fisher; Frank Tumpane, Globe and Mail; Gerald Pratley, CBC; Bob McStay, Variety; Win Barron, Paramount; Ken Johnson, Toronto Telegram; Alex Barris, Globe and Mail; Max Chic, Canadian Moving Picture Digest; Jack Karr, Toronto Daily Star.

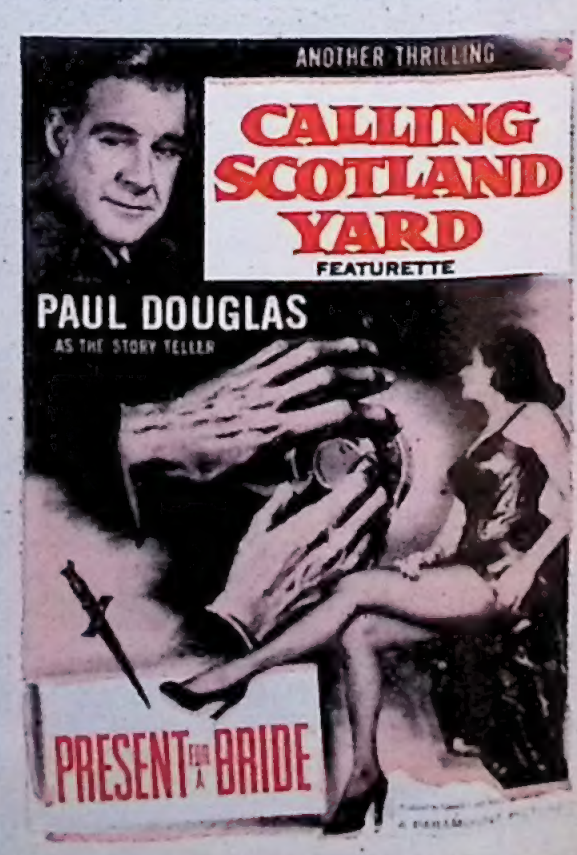
PARAMOUNT PICTURES PAGEANT. More Exhibitors and Bookers present at Paramount Pictures Pageant, Village Theatre, Toronto, Wednesday, March 31st. Left to right: Sam Lester, Barney Fox, Sam Lester's son, Ben Friedman, Dave Axler, Al Iscove, Bob Myers, Harrison Patte and three representatives from Pepsi-Cola who provided free drinks during the Pageant.



# Paramount's Policy, "Plenty of Product for ALL Theatres," Now Introduces Another Important Innovation:

## 3-REEL FEATURETTES "CALLING SCOTLAND YARD" STARRING PAUL DOUGLAS

For years exhibitors have asked for 3-reel featurettes. Paramount now makes them a boxoffice reality with star-and-story power to sell them. They're ready to book now, with trailers and accessories... a quality suspense series, perfect as second features or as important added attractions on single bills!



# *William Summerville Jr. Reports On Variety International Convention*

Variety's International Convention, was given complete coverage at last week's Variety Club, Tent 28, Toronto, meeting. Chief Barker William Summerville Jr., gave the report. Other members of the delegation to Dallas were: Canvasman and Mrs. George Altman, Barker Frank and Mrs. Goldhar, Barker Ben and Mrs. Smith, Barker Harry and Mrs. Smith and Barker Ken and Mrs. Leach and daughter Sandra.

Excerpts from Chief Barker Summerville's report follow.

The opening session of the convention took place Monday afternoon March 22 and retiring International Chief Barker *Jack Beresin* reported that during the year just ended the 42 tents of *Variety International* had expended $2,804,000 in their charities and had benefitted over 400,000 children. At this session Bombay, India was accepted as Tent No. 43 and Jacksonville, Florida as Tent No. 44 in *Variety International.*

Executive Director *Wm. C. McCraw* eulogized Toronto's *Variety Village* during his remarks about the great charitable projects of *Variety Intn'l.* and described our recently held annual graduation ceremony and banquet which he called heart-warming.

The sessions on Tuesday opened with the report on the Committee on Bequests. Every *Variety* tent was urged to set up such a committee and to develop plans to acquaint the legal fraternity in its city with its charity in the hope that the charity will be the recipient of bequests, legacies and etc. Toronto has a committee on bequests under the chairmanship of *Harry Mandell* and our plans to circularize lawyers at regular intervals and to take groups of lawyers on tours of *Variety Village* was enthusiastically endorsed.

Wednesday was Heart Reports Day. *George Altman,* known everywhere in *Variety* for his amazing one man salvage drive, which incidentally has now reached a grand total of $9,503.05 was honored by being appointed one of the judges of the Charity Citation Award. Our delegation thrilled to every one of the wonderful reports and cheered with our fellow barkers from all over the world when *Nate Golden* announced that the tents had pledged the sum of $2,880,000 to their various charities for the coming year. For the purposes of the Toronto heart report the sound film of *Variety Village* was shown. It was enthusiastically received and many delegates went out of their way to compliment us on the visual proof of our work and were impressed with the fact that the 70 graduates of *Variety Village* will earn this year in the aggregate the sum of $140,000, an average of 2,000 yearly for each boy trained. The Charity Citation was won by the Grand Rapids Tent, one of the smallest in *International,* for its "Youth Commonwealth" and was credited with sharply lowering juvenile delinquency in Grand Rapids. Honorable mention was given Omaha for the establishment of a school for mentally retarded children.

Prize winner in the contest for best published story on *Variety* was Philadelphia; for best published photo, Pittsburg, and Boston and Las Vegas tied for best scrapbook. The scrapbook on Tent No. 28's activities was well received and Sam Glasier's fellow barkers thanked him for his time and effort in compiling it. Los Angeles was chosen the convention city for 1955.

The new International Crew: *George Hoover* of Miami, Chief Barker; *John Rowley* of Dallas, 1st. Assistant Chief Barker; *George Eby* of Pittsburg, 2nd. Assistant Chief Barker; *Jack DeMestre* of Atlanta, Dough Guy; *Ed. Emmanuel* of Philadelphia, Property Master; *Rotus Harvey* of San Francisco, International Representative At Large; *Ben Gofjstein* of Las Vegas, Press Guy.

## FOX UPS SILVERSTONE

*Al Lichtman,* director of distribution for *Twentieth Century-Fox,* has announced the promotion of *Arthur Silverstone* to Assistant General Sales Manager of the company, working with *Lichtman* and Executive Assistant General Sales Manager *W. C. Gehring.*

ARTHUR SILVERSTONE

At the same time, *Glenn Norris,* Atlantic Division Sales Manager, has been promoted to Eastern Sales Manager, the position which *Silverstone* held before his elevation. Both appointments became effective Monday, April 5th.

A veteran sales executive, *Mr. Silverstone* held important posts with *United Artists* as Assistant Managing Director and General Sales Manager of that corporation's International Division in London, and as Assistant Director Sales Manager in the United States, before joining *Twentieth Century-Fox* in 1943. Serving initially in London as Home Office Representative of the International Department for foreign subsidiaries, *Mr. Silverstone* in January 1948 was appointed Division Sales Manager with headquarters in Toronto. In 1951 he was appointed Eastern and Canadian Sales Manager headquartering in New York.

## EDWARD SMALL TO PRODUCE FOR U-A

Arthur B. Krim, President of U-A, has announced a new deal between Edward Small and United Artists, calling for 12 pictures to be delivered by Mr. Small during 1955. These are in addition to the 14 pictures delivered, or about to be delivered to U-A by Mr. Small.

"What did you do to the girl on the bridge last night...
the police are dragging the river!"

DAILY PLANET

# SCANDAL ROCKS GIRLS SCHOOL

What is reported to be the most shocking crime in this area was disclosed today when a married 35-year-old teacher admitted keepi... secret rend... young studen... disappeared. ... wife is in a st...

...arlow, the accused ...steadfastly denies ...elationship with ...dent.

Pretty Barbara Vining, the 17-year-old girl who is missing. Police are dragging the river for her body.

KB
Your affair with my husband is

GENE TIERNEY
LEO GENN
IN
"Personal Affair"
ALSO STARRING
GLYNIS JOHNS

how could a girl like you do the things you did when

J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LTD.

# Ray Presents

(*Continued from Page 5*)

is what I wanted to say to you.

"With kindest personal regards. I am,
Yours sincerely,
John J. Fitzgibbons."

I HOPE, that you noticed Mr. Fitzgibbons' offer of $50.00 to anyone who writes the winning music for my Irish lyrics, My Darlin'.

The Digest is offering $50.00, also, which makes the prize for the music $100.00.

*You, who know what a good Irishman John Fitzgibbons is, will agree with me, that he has given me quite a compliment for, My Darlin'. To have Mr. Fitzgibbons add the $50.00 prize-money, convinces me, that the lyrics have a real Irish flavor, for which I warmly thank him.*

ALL you have to do is to write the melody, no need to make a musical arrangement, just send the treble, something lilting, to fit the mood, and yet something grand to suit St. Patrick.

*Would it not be exciting to have the song published, with all the royalties divided between The Canadian Picture Pioneers, for the Benevolent Fund, and Variety Club, Tent 28, to help Variety Village.*

I HAVE a letter from Mr. Martin Quigley, President of the Quigley Publishing Company, Inc., who writes:

"My Dear Miss Lewis:

"I was very much interested in seeing your detailed historical account in reference to the Production Code, as published in The Digest of March 20th.

*"For purposes of accuracy I wish to explain the following.*

*"The Code bore no relation to the so-called 'Don'ts and Be Carefuls' which had been a somewhat vague and general expression of policy as developed by Will Hays. The Code was intended and proved to be a radical departure from precedents in that it undertook to present a reasoned statement covering the morality of public entertainment, based upon the mandates of the Ten Commandments.*

"My good friend Will Hays was not a party to the development, but when it was presented to him in completed form he responded enthusiastically, and it was indirectly through his interest and cooperation that an opportunity was provided for presenting it to the Hollywood producers in January 1930.

"With very best personal wishes,
Yours sincerely,
Martin Quigley."

*Thank you, Mr. Quigley for your letter and its information. I read my editorial, "The Teeth In The Code", and I find therein, "Late in 1929, Mr. Martin Quigley had a conference with Mr. Hays, and disclosed to him some ideas of how to put teeth in The Code. These ideas Mr. Hays found constructive and acceptable.*

"ENCOURAGED by Mr. Hays, he (Martin Quigley) prepared to make a draft of a Code, and called in, as his assistant, Daniel J. Lord, S.J., Professor of Dramatics at the University of St. Louis.

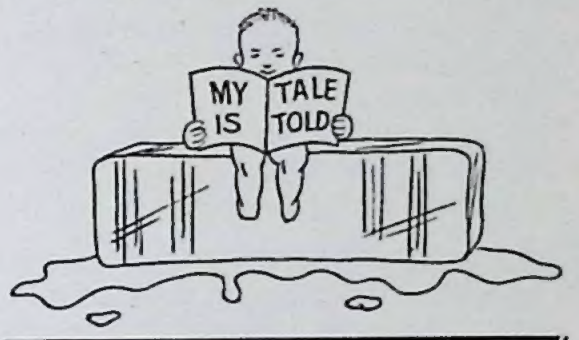
*"The Quigley-Lord Code was first shown to Mr. Hays, and was later submitted to the producers in Hollywood.*

*"Early in January of 1930, Mr. Hays went to Hollywood to arrange with producers for a discussion of the Quigley-Lord Code."*

YOUR letter to me corroborates what I wrote about The Code. Your Code, Mr. Quigley, not the other code of The Don'ts and Be Carefuls' which preceded your code.

What you missed in "The Teeth in The Code" is one little tooth, "A" Code, not "The" Code. I repeat from the editorial, "Encouraged by Mr. Hays, he prepared to make a draft of a Code."

*You made a great contribution to the Industry, Mr. Quigley, and in reporting on your contribution, I would not like you to think, that I gave an inaccurate report. Please read "The Teeth In The Code" again, you missed the little "A".*




# *Charles Chaplin Writes From Hollywood*

Canadian General Manager for *United Artists, Charles Chaplin,* took time off during his visit to Hollywood, in prepartion for *United Artists* 35th Anniversary, to write the *Digest*. His letter, quoted in full, follows:

"While visiting in Hollywood, I am very happy indeed to write you of the tremendous production plans for *United Artists*. Some of the most outstanding pictures in our industry are either in the preparation or production stage and *United Artists* is unquestionably in the process of acquiring a reputation which will place this company among the tops for outstanding motion pictures.

"Here is a brief outline of some of the great pictures soon to be released and I'm sure that Canadian exhibitors are going to very soon have good reason to be as happy as we of United Artists."

"Khyber Patrol" — *Richard Egan, Dawn Adams* — Color,

"Return to Treasure Island" — *Tab Hunter, Dawn Adams.*

"Capt. Kidd and the Slave Girl" — *Anthony Dexter, Eva Gabor* — Color.

"Gog" — *Richard Egan, Constance Dowling* — Color.

"Apache" — *Burt Lancaster, Jean Peters* — Color.

"Yellow Tomahawk" — *Rory Calhoun, Peggy Castle* — Color.

"Vera Cruz" — *Gary Cooper, Burt Lancaster* — Color.

"White Orchid" — *Wm. Lundigan, Peggy Castle* — Color.

"Not As a Stranger" — *Stanley Kramer* production — no cast yet.

"Shield for Murder" — *Schenck-Koch* production — no cast yet.

"The Fire Bird"—*Ellen Rasche, Peter Gobbi* — Color.

"Sword of Robin Hood" — *Schenck-Koch* production—no cast yet.

"Ring Around Saturn" — Animated Puppets — Color.

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Our trailers run a full week in each theatre at every performance and we have enough **DIFFERENT** subjects to give a maximum 26-week program during the year.

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General Manager

**ADFILMS LIMITED**

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## VANCOUVER NEWS

By JACK DROY

*A new application to open a drive-in theatre on Musqueam Indian reserve, south of Marine drive, in Vaucouver has been referred to the Town Planning Commission. Proposed ozoner which was turned back on protest of residents some time ago, would be built on the reserve (Federal property). The president of the North American Indian Brotherhood said the reserve land has been allotted to Edward & Victor Gurin, native Indians, and urged aldermen to "give us a chance to earn a living." He said the "Tomahawk" theatre would be staffed by Indian ushers and featuring a store where native handicrafts would be sold. He said the reserve proposed site of the ozoner is outside the city limits, despite assurances from aldermen that they weren't.*

**A surplus of qualified projectionists is a possibility in British Columbia with circuits converting to 1-man in a booth in place of two under the new law. The ozoners, however, will take up the slack at least for the summer. It is understood that many over-age booth workers will retire and be taken care of under the union welfare plan with most of the 25 cent increase recently granted projectionists being paid into the fund. Projectionists were given a 25-cent-an-hour increase under the new contract.**

*Competition is keen at Mission in the Fraser Valley with both theatres playing Hollywood Night — Foto-Nite, and giving dishes away every night of the week. Many theatre managers have put over full pages of co-operative advertising in connection with the advent of their wide screen. Bill Baillie of the Famous Players Art Shop is building some standout fronts for FPCC downtown theatres. Bill Forward, manager of General Theatre Supply Co. in hospital for surgery.*

## WARNER'S HONORS CANADIAN ENVOY

His Excellency *Arnold D. Heeney*, Canada's Ambassador to the United States, and *Mrs. Heeney*, were honored guests at a luncheon given by *Jack L. Warner* at *Warner Bros. Studios*.

The Ambassador was there to inspect the recent elevation of the local Canadian vice-consulate to full consular status.

Honored with the *Heeneys* at *Mr. Warner's* luncheon were *Leslie Chance*, newly appointed Canadian Consul general, and *Mrs. Chance*. Other guests included *Blake Owensmith*, Canadian coordinator for the *AMPA*, *Barbara Warner* and screen stars *Doris Day*, *John Wayne*, *Virginia Mayo*, *Michael O'Shea* and *Jeanne Crain*.

# TRADE *headlines*

Charles Boasberg, RKO General Sales Manager, accompanied by Charles Levy and Leo Samuels, of the Walt Disney Corp. in Toronto, to confer with Jack Labow, RKO Canadian General Manager.

●

N.F.B. enters ten 16 mm. films for Golden Reel Awards at the first U.S. Film Assembly, arranged by Film Councils of America, competing with four hundred and thirty entries and wins eight awards out of its 10 entries.

●

The Toronto Transportation's subway, in addition to being a convenience is now a source of entertainment, on which the children stay for five rides, paying for one only. After being officially opened March 30th, it registered 1 million passengers in three days.

●

Friends in the film trade in Winnipeg, will regret to hear that A. A. Heaps, former member of Parliament for Winnipeg North, died at Bournemouth, England, Monday, April 5th. He was on a visit to England.

●

Arturo Toscanini, the world's most famous conductor, conducted his last concert with the N.B.C. Symphony Orchestra at Carnegie Hall. He was 87 years old on his birthday March 25th, on which day he signed his letter of resignation to David Sarnoff, Board Chairman of R.C.A.

●

20th Century-Fox cancels its two million dollar suit against Marlon Brando, who failed to appear for The Egyptian. Mr. Darryl Zanuck announces that Brando will do the lead in Desiree, with shooting in June.

●

The show of the week at seven Famous Players Toronto neighborhood houses, Shane and The Maze was held over, which has not happened for a long time.

●

Walter Wanger's Allied Artists big hit, Riot In Cell Block 11, opened Monday in five Twinex First Run Toronto Theatres with lineups.

●

Universal's Glenn Miller Story, Loew's Uptown, Toronto, continues to do big business in its 6th week.

●

Rose Marie, M.G.M. CinemaScope Musical still playing to capacity business third week, Loew's downtown, Toronto.

# CAPITAL STORY

By BILL McLAUGHLIN

**In response to the requests of many patrons and parents of young people in the southend district, the Glebe Cinema (formerly the Avalon) presented a special children's program on Saturday afternoon. The show, which included a review of six Bug's Bunny cartoons and Roy Rogers in his feature-length Far Frontier, attracted a turnaway audience of youngsters and grown-ups. The idea will probably be a regular policy during Eastertide and for some time to come.**

*The Lenten season, incidentally, has slowed down business at some theatres, especially in the neighborhood spots where there is a large French population. Uptown theatres, however, continue to thrive, some with return engagements of films which originally played here at upped prices.*

**Metro-Goldwyn-Mayers' Julius Caesar is due to open at the Elgin—or Little Elgin Theatre before another week rolls around. And the news will be well received by lovers of Shakespeare who have been keyed up to a high pitch by the big reception given the movie in the larger centres. Invitations have been sent out for a preview screening of the production at the Elgin Theatre on Sunday evening, April 11.**

*William Holden, the Academy's selection as the Year's Best Actor, also is doing nicely as the hero of Escape From Fort Bravo at the Regent Theatre. Underlined for early showing is Walter Wanger's Riot in Cell Block 11.*

**From Here to Eternity was brought back to the Elgin Theatre the day following the Academy Awards. Playing at regular prices with a 65-cent top for adults, the Best Picture of the year was held over for a second week to accomodate the crowds. And the British-made Hobson's Choice is on its third big week in the smaller auditorium of the Elgin's set-up.**

*Manager Ray Tubman is busily engaged these nice Spring days in making plans for his annual all-cartoon show at the Capitol Theatre on Easter Monday morning. As in former years, two shows will be presented to take care of the thousands of kiddies from all parts of the city who storm the doors of the Capitol for this eagerly-awaited event.*

*Use This Information As Your Guide on Release Dates*

## TORONTO

IMPERIAL
Rob Roy (RKO) Technicolor with Richard Todd.
SHEA'S
His Majesty O'Keefe (WB) Technicolor with Burt Lancaster.
UNIVERSITY & EGLINTON
Jivaro (Para.) Technicolor with Fernando Lamas.
NORTOWN
Dangerous Mission (RKO) Technicolor with Victor Mature.
ODEON-CARLTON
Bad For Each Other (Col.) with Charlton Heston.
UPTOWN
Sixth week. The Glenn Miller Story (E-U) Technicolor with James Stewart.
LOEW'S
Third week. Rose Marie (MGM) CinemaScope and Color with Ann Blyth.
DOWNTOWN
Riot in Cell Block 11 (AA) and Highway Dragnet (AA).
TOWNE CINEMA
Second week. The Living Desert (RKO) Technicolor.

## MONTREAL

PALACE
The Long, Long Trailer (MGM) Color with Lucille Ball.
LOEW'S
Second week. The Glenn Miller Story (E-U) Technicolor with James Stewart.
PRINCESS
Tennessee Champ (MGM) Color with Shelley Winters.
CAPITOL
Paratrooper (Col.) with Alan Ladd.
IMPERIAL
Crime Wave (WB) and Fame and the Devil (Alliance).
ORPHEUM
Pocahontas (UA) Pathecolor and Donovan's Brain (UA).
KENT
Sailor of the King (20th-Fox) with Jeffrey Hunter.
ALOUETTE
Second week. Traffic De Femmes.

## VANCOUVER

CAPITOL
Rhapsody (MGM) Technicolor with Elizabeth Taylor.
ORPHEUM
Miss Sadie Thompson (Col.) Technicolor with Rita Hayworth.
STRAND
Three Sailors and a Girl (WB) Technicolor with Jane Powell.
VOGUE
Saskatchewan (E-U) Technicolor with Alan Ladd.
PLAZA & PARK
Second week. From Here to Eternity (Col.) with Burt Lancaster.
PARADISE
Pocahontas (UA) Pathecolor.
STUDIO
Fourth week. Julius Caesar (MGM) with an all star cast.

## SAINT JOHN

PARAMOUNT
The Command (WB) CinemaScope and WarnerColor with Guy Madison.
CAPITOL
Escape from Fort Bravo (MGM) Color with William Holden.
STRAND
It Should Happen to You (Col.) with Judy Holliday.

## WINNIPEG

CAPITOL
Second week. Knights of the Round Table (MGM) CinemaScope and Color with Robert Taylor.
MET
Second week. Paratrooper (Col.) with Alan Ladd.
LYCEUM
Arrowhead (Para.) Technicolor with Charlton Heston.
ODEON
Sixth week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

## CALGARY

CAPITOL
Second week. Knights of the Round Table (MGM) CinemaScope and Color with Robert Taylor.
PALACE
Shane (Para.) Technicolor with Alan Ladd.
GRAND
King of the Khyber Rifles (20th-Fox) CinemaScope and Technicolor with Tyrone Power.
UPTOWN
Beat the Devil (UA) with Humphrey Bogart.
PLAZA
Eighth week. Genevieve (JARO) Technicolor with John Gregson.
STRAND
Riot in Cell Block 11 (AA).

## THE MAD MAGICIAN

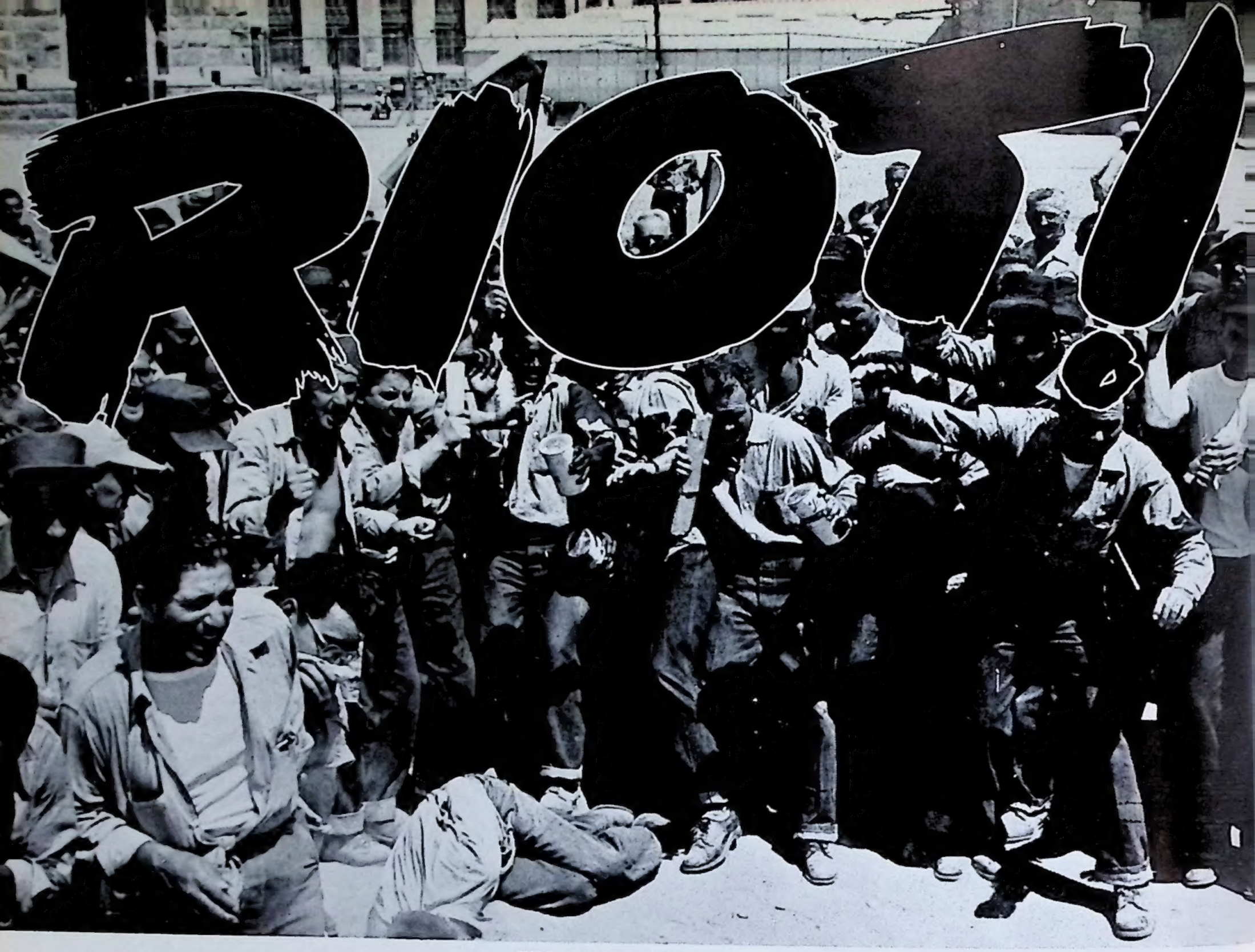
*Terry Turner* and *Don Thompson* of *General Teleradio, Inc.*, have been retained by *Columbia Pictures* to produce a series of radio and TV spots for the forthcoming "The Mad Magician," and to assist in the scheduling of wide-scale radio and television spots which will accompany the projected saturation booking of the *Bryan Foy* production. *Vincent Price, Mary Murphy* and *Eva Gabor* are starred in "The Mad Magician," and *John Brahm* directed the *Crane Wilbur* screenplay.

## RIOT IN CELL BLOCK 11

Sensational business recorded by *Walter Wanger's* "Riot in Cell Block 11" during its first three days in the Michigan area resulted in 100 per cent holdovers in all houses in the saturation bookings, *Harold Mirisch, Allied Artists* vice-president was advised by *Nathan Levin*, Detroit branch manager.

Business was outstanding in situations of all sizes from the biggest cities to the smallest towns. The first three days gross at the Broadway, Capitol, in Detroit, hit $15,940, while the film on its opening day at the Bronson, in Bronson, a community of 1,800 population, drew $750, more than double normal.

Other examples of the excellent business, according to word received by *Mirisch*, include the opening day gross of $3,400 at the Gladmer in Lansing, to equal that recorded by "Hondo"; a total of $4,200 for the first three days at the State in Ann Arbor, and $3,900 at the Capitol in Jackson, biggest gross in months.




WALTER
WANGER'S

# RIOT IN CELL BLOCK 11

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LOUELLA O. PARSONS SAYS: "OUTSTANDING.....TREMENDOUS EXCITEMENT AND TENSION".

LOOK MAGAZINE SAYS: "REALISTIC STORY.....FAST ACTION..... EMOTIONAL IMPACT".

WALTER WINCHELL SAYS: "WALTER WANGER WILL MAKE A MINT WITH HIS EXCITING MOVIE 'RIOT IN CELL BLOCK 11'".

MR. ALLIED SAYS: "HERE'S A PICTURE THAT WILL REALLY CELL FROM